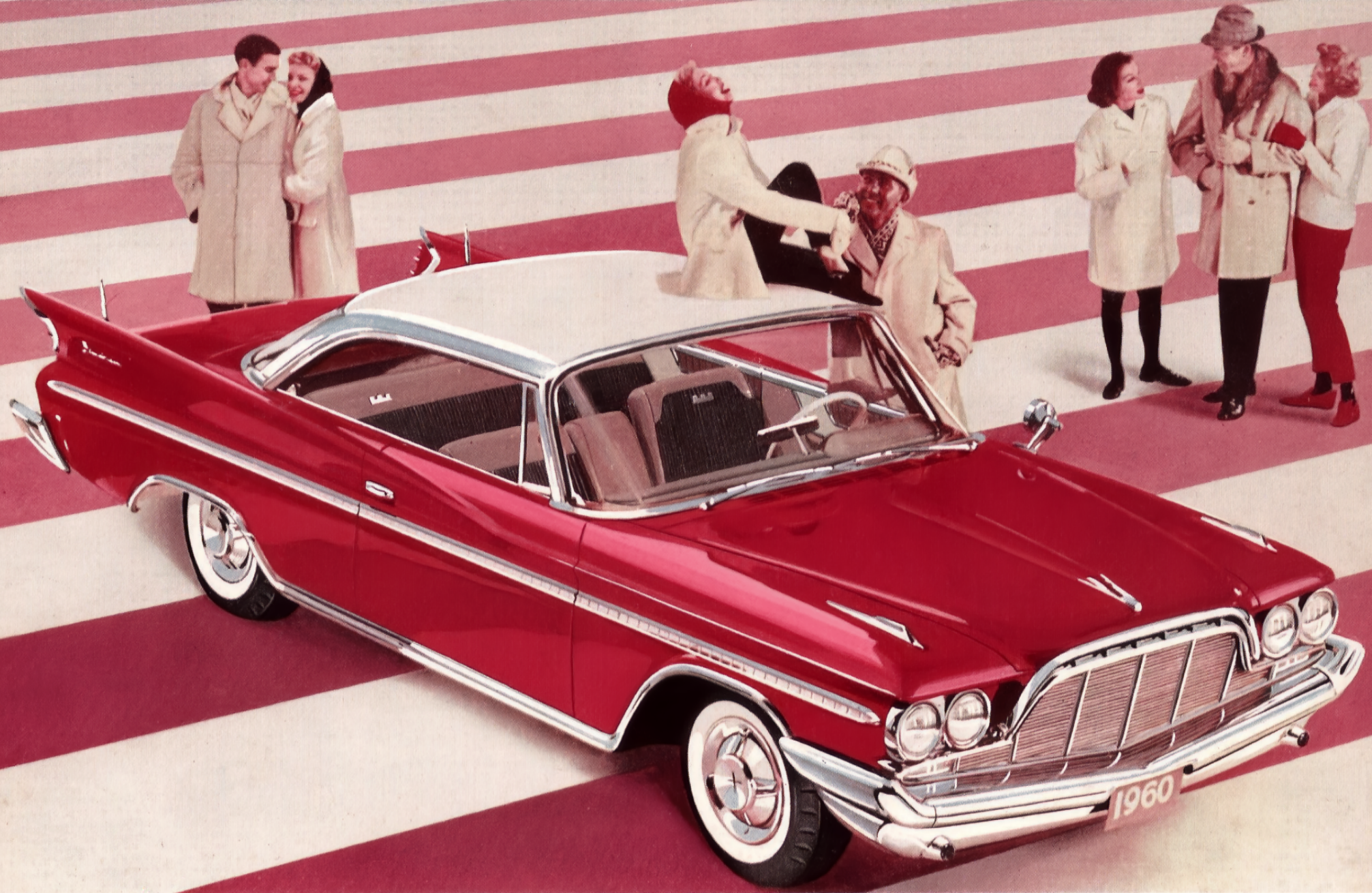
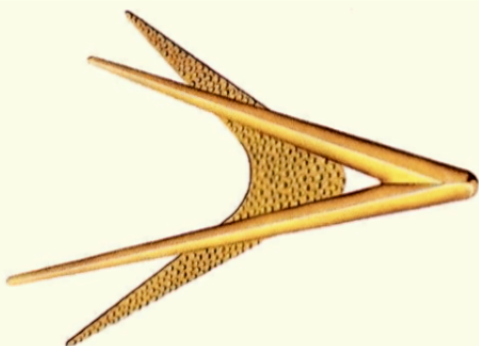




1960 DE SOTO... Canada's No.1 Quality Car



The car you will either own or envy

You know quality when you see it or DeSoto wouldn't interest you in the first place. Quality styling, quality engineering, quality construction. These assure a long and trouble-free life . . . give more value now, more resale value later. The first time you drive a 1960 DeSoto, you will discover these things in rare abundance.

Fleetwing styling—a totally new look inside and out . . . a look that stamps you as a person of discernment and good taste. The new Unibody which *combines* frame and body into one single solid piece of steel. The improvement Unibody makes in ride and handling must be experienced to be believed.

Torsion-*AIRE* Ride—refined to cushion the car better, with no sacrifice of roadability. Insulation has been thickened and extended. Sealing is stronger and tighter. The car's silence is amazing. But only when you drive it will you understand this fact:
even at super-highway speeds, you ride in hushed quiet, protected from road shock and noise by the finest combination of body, suspension and insulation ever engineered.

The DeSoto for 1960 is available in the Adventurer series in the three most wanted body styles
—2-door hardtop, 4-door hardtop and a 4-door sedan.



Adventurer 2-door hardtop

If you're going places, this is the car to get you there!

Its styling is rich with the flair of youth . . .
the verve of the sportsman. This car says you enjoy
the finest things in life. Yet every line of its design
serves a purpose and does it beautifully!



Adventurer 4-door hardtop

You demand a distinctive automobile that still is easy to get in and out of and has room for the entire family. *You* demand the Adventurer 4-door hardtop!

It has inches more room inside (as much room as the 4-door sedan!) and all the glamour of the magic name "Adventurer."



Adventurer 4-door sedan

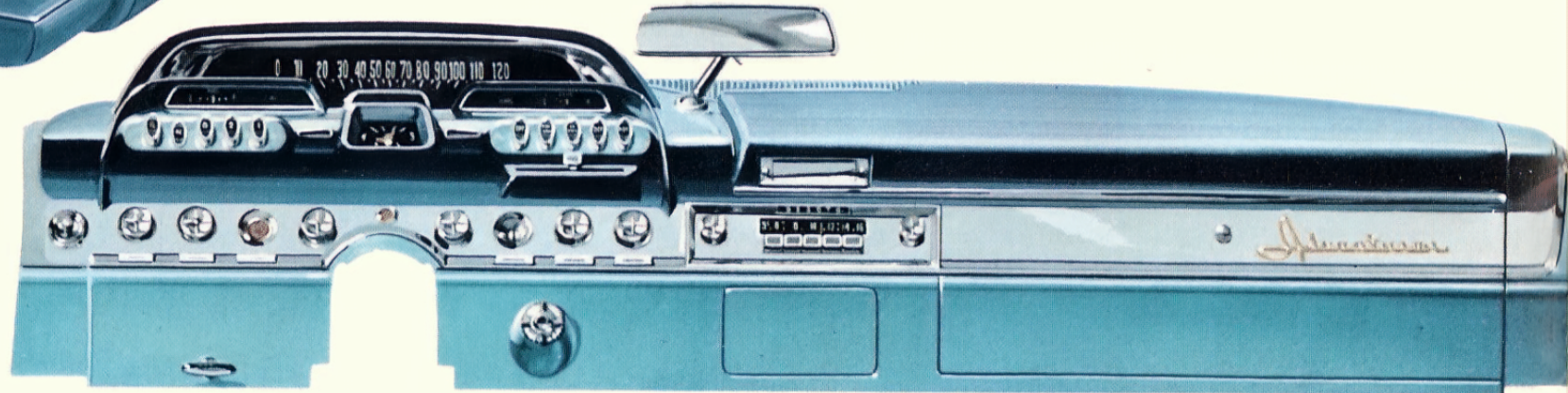
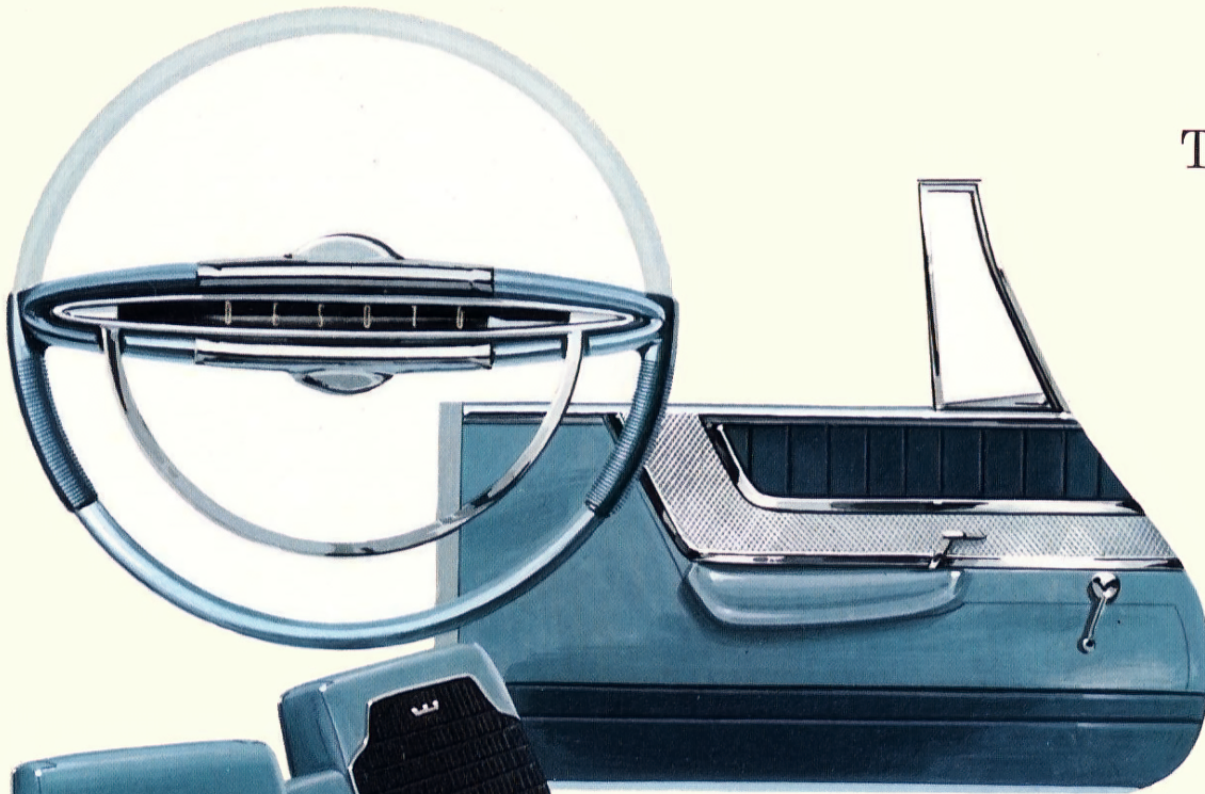
Never before available in the Adventurer line! Here is the perfect blending of sedan convenience and Adventurer luxury . . . smartly conservative. Best of all, it's priced lower than any Adventurer in years!

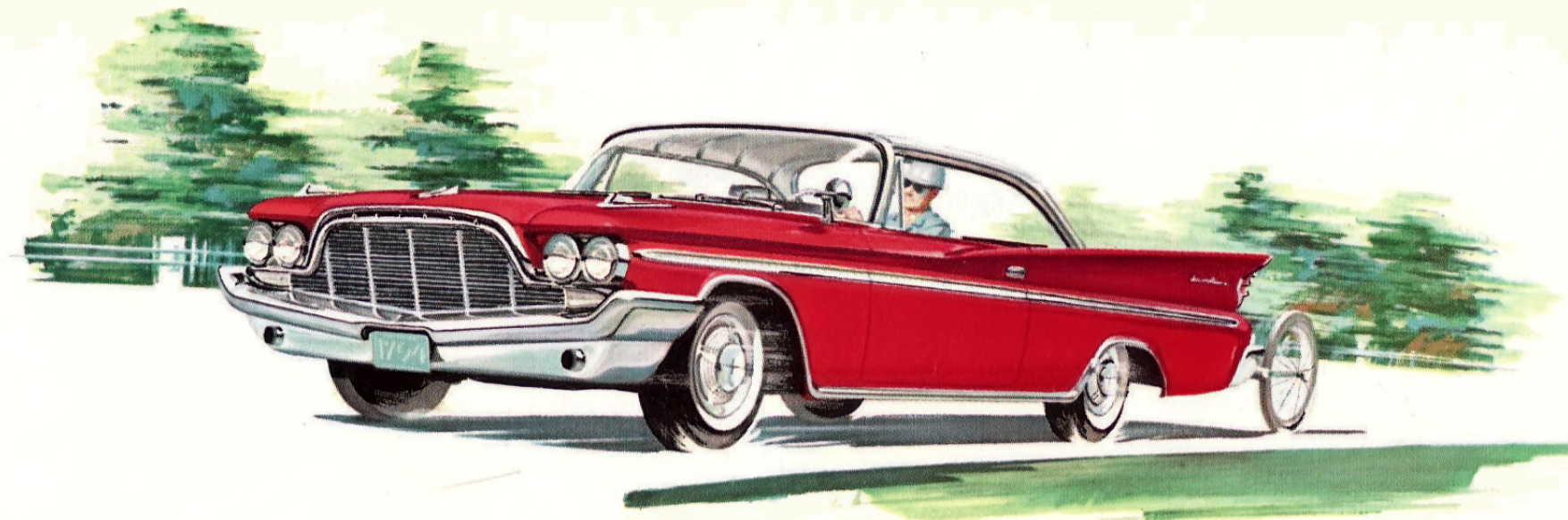


The Quality speaks for Itself . . .

And, perhaps most eloquently of all, inside the passenger compartment. Example: the back of the driver's seat is a full 5-inches higher, giving you greatly increased comfort and support. You drive hours longer and still feel fresh. (And the entire seat can now be custom-adjusted by your dealer to fit *you*.) Example: roomier dimensions now make possible a completely natural sitting position for the driver and all passengers in both seats. Feet are flat on the floor. Knees are level with hips. You sit relaxed on heavy foam padding. Example: rich new fabrics of contemporary design are perfectly color keyed to each other and to the exterior color of the car. Special nylon threads help them wear longer. Both fabric and vinyl wipe clean with a damp cloth. Example: an instrument panel that is as functional as it is beautiful. Modern, attractive controls and indicators, grouped where you can see them instantly and reach them safely.

Quality starts in the mind of a man at a drawing board. It takes form in the hands of a craftsman. It comes full circle anywhere you look in the 1960 DeSoto.





4 reasons why you must *drive* the 1960 De Soto

No single component alone is responsible for the thrilling performance of the 1960 DeSoto. There are dozens—perhaps hundreds—of precision mechanisms working together every time you press the accelerator. Of these many parts and systems, *four* are of special interest:

1. Torsion-AIRE Ride. The torsion-bar suspension system has been used for some years on racing cars and on many European sports cars because it is ideal for safe handling on bad roads, around sharp turns, and for fast stops. First brought to U.S. motorists three years ago, Torsion-AIRE Ride has been refined and improved each year. It maintains a clear superiority over old-fashioned coil spring systems. It is the most rugged suspension system on any high-performance automobile. And it's exclusive on DeSoto in its field. Torsion-AIRE makes your DeSoto corner flat and steady, free from lean or sway . . . makes it stop straight without nose dive . . . start without rear-end dip. And for your own personal comfort, it is the most luxurious ride in any automobile at any price.

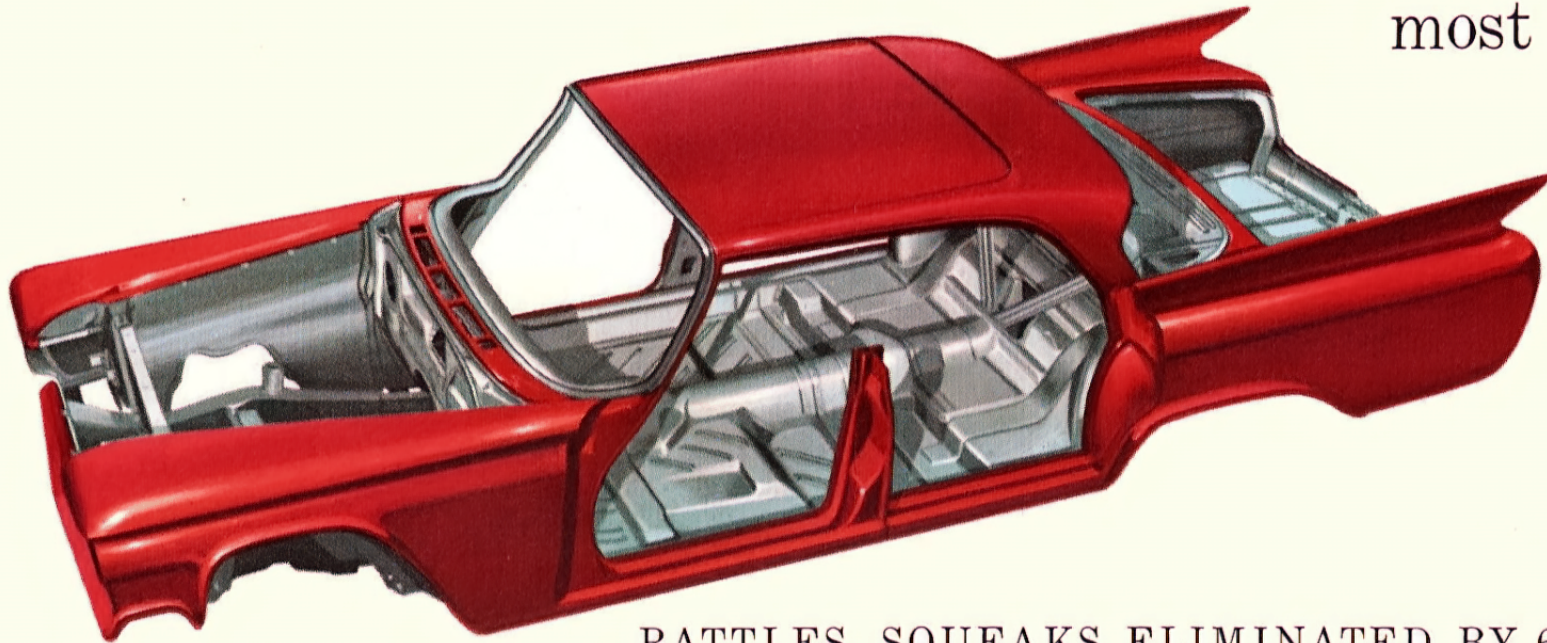
2. High-Performance Engines. DeSoto's rugged, precision-built engines

range the high-performance spectrum. You may choose the Adventurer, or as an option a Power Pak is available on this engine. Each has been quality-engineered for a particular purpose. Each combines a high degree of performance and economy. These 1960 De Soto engines have a new steel spring rear mount which greatly reduces engine noise and vibration.

3. Torque-Flite Transmission. Proved dependable in action. DeSoto's three-speed Torque-Flite automatic transmission converts engine power into "go" power at the touch of a button—quickly, efficiently, and more smoothly than ever before. Gives you the "jump" you need for entering fast-moving traffic and more flexible operation in congested city driving.

4. Rear Axle Ratios. DeSoto offers you a choice of two axles—an "economy" ratio and as an option the Sure Grip Rear Axle (with Limited Slip Differential). You can order the rear axle that fits your kind of driving best.

The stronger, quieter De Soto Unibody . . . most significant



RATTLES, SQUEAKS ELIMINATED BY 6000 WELDS

Engineers have known for years the virtues of unit-body construction. With frame and body a single unit, rattle-causing nuts, bolts and washers could be eliminated . . . frame side rails could disappear with no loss of protection . . . interior roominess, comfort and roadability could all be greatly increased. Perhaps most important of all, a welded single-piece body-frame unit resulted in tremendously increased strength for the entire car. And the car stayed strong, silent and rattle-free for years. It was a better, safer car when it was new and for as long as anyone would drive it.

It took years of research and development to make such a system both practical and acceptable to the tough quality standards of Chrysler Corporation engineers.

For 1960, De Soto introduces the Unibody, exclusive in our price class. It has 40% greater resistance to up-and-down stresses and 100% greater resistance to twist. It is everything we hoped for—and *more!*

You will notice the difference the moment the car begins to move. There is a new sureness and steadiness. You will feel the great strength and safety in the

firm, solid way it smooths the bumps—the flat, ground-gripping way it glides around sharp curves. Unibody has helped make this possible—but it's more than that . . . it's Unibody *in combination with* Torsion-AIRE Ride that has worked this miracle.

Other cars (mostly small cars) have unit bodies. Other cars (mostly European cars) have torsion bar suspension. But only De Soto in its field *combines* Unibody, torsion bars and extended rear leaf springs to bring you a totally new experience in automobile riding . . . a ride you couldn't have had before at *any* price. You simply must *drive* the new De Soto to appreciate it.

Head room and leg room have both been increased. This alone would make the car more comfortable. But that's only part of the story. The additional room has allowed us to make your seating posture more natural and more comfortable. To make getting in and out easier than ever, door pillars have been redesigned and repositioned, and the doors open wider. Some of our engineers think the thing you'll notice most in the '60 De Soto is the almost complete lack of noise, even at cruising speeds. The new Unibody itself plays

quality advance in a decade

More good news about
the unitized body

Now . . . a ride never before
available at any price

a part in this, along with more insulation in more places which is now possible with Unibody. This is important to you for more reasons than you may think. It is a fact that noise is nerve-racking. Noise from the engine and the road in an ordinary car is one of the most important causes of fatigue. The *lack* of noise in a 1960 De Soto means you can drive further and arrive feeling fresher.

Tighter sealing of windows and doors is now possible, to keep your new De Soto warmer in winter and dry in the most driving rain. Sealers and weatherstripping have been improved in quality, too. And Unibody is easier to inspect, simpler to repair. This saves you time and *money*.

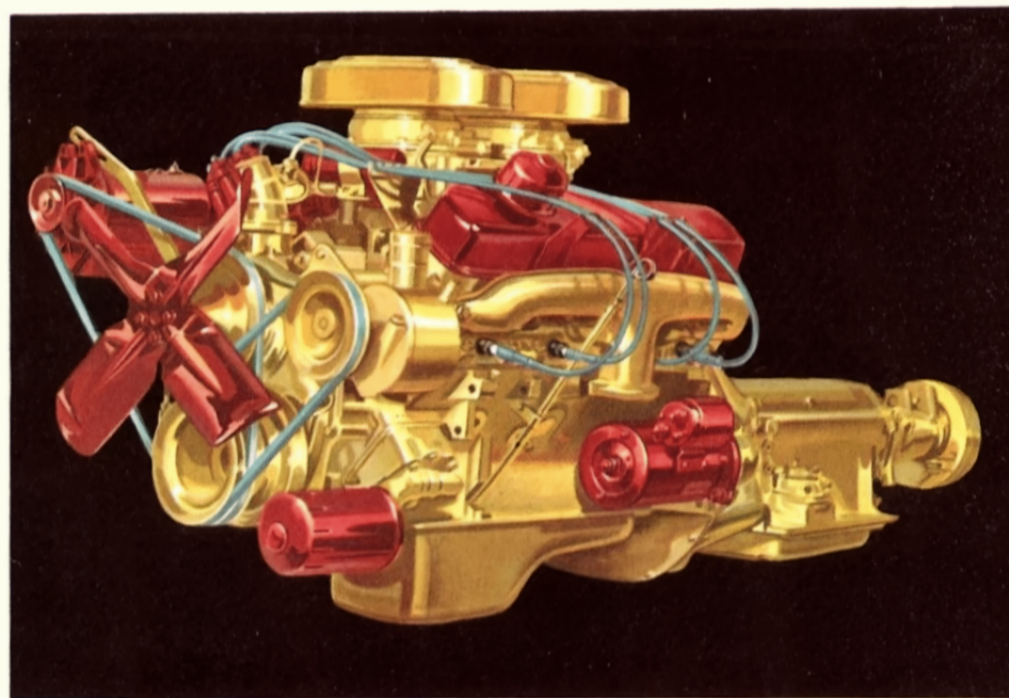
Protection against rust and corrosion has been revolutionized. Each underbody is dipped *seven times* in rustproofing chemicals and protective coatings. This means longer life for your new De Soto.

Feature for feature, the 1960 De Soto Unibody offers you a new quality combination that simply cannot be equalled. And it's standard equipment on every new De Soto at no extra cost.

A thrilling performer . . .

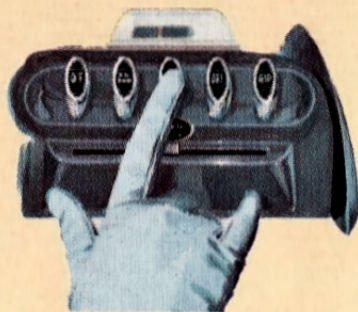
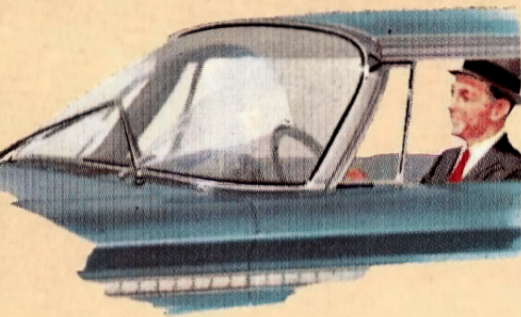
at no extra cost . . .

The NEW ADVENTURER V-8 Engine



For brilliant responsiveness in the middle-speed range and safer highway passing —De Soto offers the 1960 Adventurer 383 cubic inch engine as standard equipment on all Adventurer models.

De Soto's V-8 sets new standards in its class for performance and economy. For increased performance Power Pak is available at extra charge. Includes 4 barrel carburetor and dual exhaust.



DUAL-JET WINDSHIELD WASHERS**

Now, push-button convenience extends to the windshield washers, too! Fully automatic, just touch the convenient dash control (no need to hold it in), washers (and wipers) go to work, clean the windshield, shut themselves off when they're through!

PUSH-BUTTON HEATER**

More efficient than ever, just touch a button to turn on or off, select blower speeds, control vent and defrosting—easy as changing stations on your car radio. For night driving, buttons are lighted from within. Horizontal lever controls temperature.

3-WAY PRISMATIC MIRROR**

Adjusts with a touch for (1) daytime driving (2) normal nighttime driving or (3) nighttime driving with bright lights behind you. Off-center dash mounting makes it easier to reach, does not obstruct windshield, lets you see further back on the road behind.

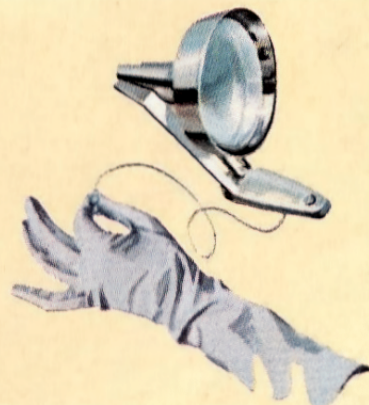
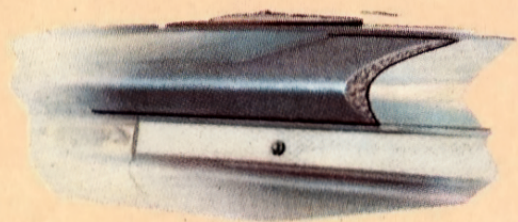
CONSTANT CONTROL POWER STEERING**

Possibly the greatest driving work-saver ever invented. Reduces steering effort about 80%! You can literally park with one finger and concentrate on where the car is going because you needn't "fight" the wheel. Gives you better control on the road, too.

TOTAL CONTACT POWER BRAKES**

Just the touch of your toe brings the car to a safe, sure, straight-line stop. A particularly desirable option for women and younger drivers because power brakes are so effortless to use. They're safer, too, because they can be applied more quickly.

Nothing says quality and convenience



SAFETY PADDED INSTRUMENT PANEL*

An important safety feature, attractive as it is practical. Safety pad is a thick layer of polyurethane plastic, noted for high impact absorption, covered with color-keyed vinyl to harmonize with interior decor. Standard on all Adventurer models.

STAINLESS STEEL WHEEL COVERS*

Stainless steel for durability, chrome "flashed" for added lustre, newly styled for that dash of elegance. The perfect finishing touch they add to your new car.

ELECTRIC CLOCK*

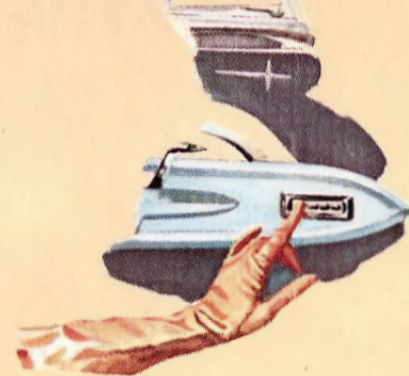
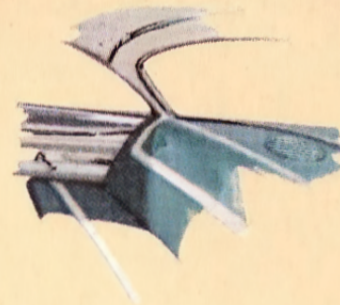
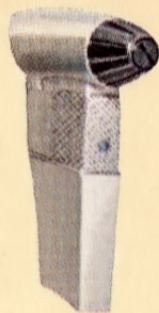
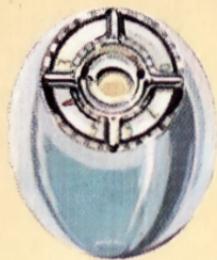
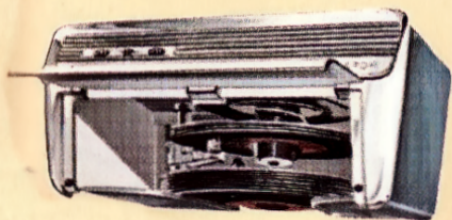
De Soto's electric clock is located in the instrument cluster so the driver can see it at a glance, almost without taking his eyes from the road. Smartly styled, this new clock keeps excellent time because it's precision-built and self-adjusting whenever reset.

6-WAY POWER SEAT**

One knob lets you select the most comfortable seat position for you. The seat moves up, down, forward, back, tilts toward or away from the wheel. You can change seat positions safely even while the car is moving. Available with regular seats or swivel seats.

REMOTE CONTROL OUTSIDE MIRROR**

Mounted far forward so you can see behind and ahead at the same time, it is fully adjustable from inside the car—a big safety factor when both husband and wife drive and need different mirror settings. Handy new stick control makes adjustment easier.



ULTRA-FI RECORD CHANGER***

Built by RCA, De Soto's new automatic record changer plays all standard 45 rpm records through the car's radio amplifier and speaker system, lets you enjoy up to two hours of high fidelity music. Load or unload it with one hand, as easily as opening or closing a drawer.

THRU-WAY AUTO-PILOT**

Lets you set the speed you want to drive on the highway and maintains that speed *even on hills* (a toe touch on the brake disengages it). OR . . . you can pre-set the maximum speed you wish to drive in the city and Auto-Pilot warns you when that speed is reached.

AUTOMATIC BEAM CHANGER**

Electronically lowers your headlights when a car approaches (or when you get close behind the car ahead), raises them after it's past. Lets you see better because it remembers to turn on your bright lights *instantly* every time you should use them.

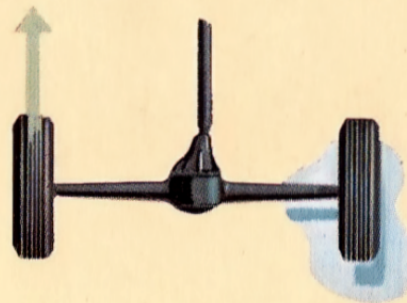
DUAL-TONE REAR SEAT SPEAKER**

Dual-tone speaker (1) provides easier listening for rear-seat passengers without turning the radio up too loud for folks in the front seat (2) combines with instrument-panel speaker to form a two-speaker "hi-fi" system for rich, full-fidelity sound.

POWER WINDOWS**

Touch a button and the windows go up or down . . . smoothly, quickly, electrically. A master control panel lets you operate any window in the car from the driver's seat. A separate control button is also located below each window. The last word in convenience!

like De Soto equipment



SOLEX GLASS**

Soft tinted Solex glass filters out harsh sun glare, eases eyestrain but doesn't disturb nighttime visibility. Filters out heat rays to help keep you cooler in summer. Graduated tint (darker at the top) included in both windshield, *large* rear window, and side windows.

TRANSAUDIO RADIO**

As new as 1960, this powerful transistorized receiver has greater signal sensitivity than ever. Transistors replace bulky tubes and won't burn out! Push-button operated. Rear seat speaker and dual rear fender antennas also available.

DUAL-SPEED REAR WINDOW DEFOGGER**

New two-speed blower unit lets you select the amount of air you need for the weather conditions. Mounted out of sight below the package shelf, blower melts winter ice and snow quickly, prevents window from steaming up on warm, humid days.

SURE-GRIP DIFFERENTIAL**

As long as either one of your rear wheels has traction, you'll never get stuck in snow, ice or mud. Sure-Grip differential transfers power from the slipping wheel to the wheel that has traction so no power is lost . . . gets you on your way in a hurry!

OTHER DESIRABLE ACCESSORIES

A number of other fine De Soto accessories are available to make your driving more pleasant and convenient. Some of the more popular ones are:

- POWER-OPERATED RADIO ANTENNA
- VACUUM DOOR LOCKS
- DOOR EDGE PROTECTORS***
- SPOTLIGHTS***
- UNDER HOOD LIGHTS***
- CURB SIGNALS***
- GAS TANK CAP WITH LOCK***
- FRONT AND REAR CARPET PROTECTORS***

*Standard Equipment
**Optional Equipment
***Service Items

1960 DeSoto Specifications

Engines

ADVENTURER (standard all Adventurer models): 8 cylinder, 90 degree V. Valves inclined in line overhead; intake valve diameter, 2.08"; exhaust valve diameter, 1.60". bore and stroke, 4.250" x 3.375"; compression ratio, 10.1 to 1; displacement, 383 cu. in.; 2-barrel carburetor, standard equipment. Taxable hp, 57.8. Premium fuel recommended. Optional, all Adventurer models: same as Adventurer, with 4-barrel carburetor.

Transmission

TORQUE-FLITE (standard, all Adventurer models): 3-speed fully automatic transmission, hydraulically actuated; combines torque converter with planetary gears. Ratios: starting, 2.45; drive range (low), 2.45; drive range (second), 1.45; drive range (direct), 1.00; reverse, 2.20. Control by manually operated pushbuttons (5) mounted on instrument panel.

Lubrication, All Models

Full pressure to main, connecting rod and camshaft bearings. Full-flow oil filter standard.

Cooling, All Models

Full-length water jacket surrounds bores; 4-blade 18" diameter fan; water capacity, 14.1 imperial quarts.

Distributor, All Models

Single breaker type; mechanical and vacuum controlled automatic advance.

Rear Axle, All Models

Silent-hypoid, semi-floating. **TORQUE-FLITE**: Standard ratio (2.93). Optional is sure grip rear axle (with limited slip differential) ratio is the same.

Suspension System, All Models

Torsion-AIRE Ride, standard equipment. Combines pre-stressed, tempered steel torsion-bar front suspension with extended-leaf spring rear suspension. Oriflow shock absorbers on all four wheels. Isolated from body by rubber bushings. Also available is heavy duty suspension on front shocks, rear shocks and springs as optional equipment.

Body, All Models

Fully-welded, integrated construction. Immersion-rustproofed in important under-body areas. Finished with bonderizing rustproofing process, two primer coats, two Lustre-Bond enamel coats throughout. Fuel tank capacity (all models), 19.1 Imperial gallons.

Exterior Dimensions

Wheelbase (all models), 122"; overall length (all Adventurer models) 217"; overall width (all models), 79.4"; overall height (all 4-door models) 55"; (all 2-door models) 54.8"; front tread (all models), 61"; rear tread (all models), 59.7"; road clearance (all models, with standard load), 6.2".

Standard Equipment

ADVENTURER: Torsion-AIRE Ride, Adventurer V-8 Engine, Total-Contact Brakes, Safety Rim Wheels, Oriflow shock absorbers, variable speed electric windshield wipers, solenoid shift starter, front and rear carpets, Torque-Flite transmission, Safety Padded Instrument Panel, Easy Grip Steering Wheel, Stainless Steel Wheel Covers, Bumper Guards, Roof Mouldings, Back-up Lights, Front and rear Foam Rubber Seats, Chrome interior door mouldings (on 2-door and 4-door Hardtops) and many other features.

Note: Manufacturer reserves the right to revise, change or modify construction of DeSoto motor vehicles, or any part thereof, as he may see fit without incurring any obligation to make like changes on vehicles previously sold.

DODGE - DE SOTO DIVISION

Chrysler Corporation of Canada, Limited • Windsor, Ontario

